



## CONTACT

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## GRAND RAPIDS ART MUSEUM EXPANDS THE CONVERSATION ABOUT ART THROUGH COLLABORATION WITH MEDIA ORGANIZATIONS DURING ARTPRIZE 2011

*WOODTV8 and WZZM13 will be on site at GRAM throughout the ArtPrize event to offer unique coverage and community participation*

**GRAND RAPIDS, Mich., September 20, 2011** – The Grand Rapids Art Museum (GRAM) is an official Exhibition Center for ArtPrize 2011 and host to 32 artists and collaborators during the citywide event. GRAM is located in the heart of downtown Grand Rapids, and serves as a community convener and a catalyst for creative thinking. As part of its 21st century vision, the Art Museum is made more dynamic through collaborations and engaging public initiatives which help fulfill the Museum's mission.

Collaborations with media organizations will help reach a broad audience and enhance the level and diversity of the conversation about art. Visitors to the Grand Rapids Art Museum will find these unique opportunities for engagement:

Media Collaborators during GRAM's ArtPrize 2011 Exhibition include WOODTV8 and WZZM 13

### WOODTV8

- GRAM partners with WOODTV8 during ArtPrize and becomes a platform for their live broadcasts, which highlight activities at the Art Museum and throughout downtown Grand Rapids.
- GRAM invites WOODTV8 to the center of the city to engage directly with ArtPrize artists, venues, organizers, and visitors who together help create this unique experience in West Michigan.
- WOODTV8 Studio at GRAM is located in the northwest corner of the Museum, in the glass-enclosed lounge facing Rosa Parks Circle, where visitors can watch the production of the program. This access helps reveal the creative process and inform people of the nature of producing a live studio broadcast.

### WZZM 13

- GRAM partners with WZZM 13 during ArtPrize to offer the "Conversation Couch," an open and fun opportunity for community participation in looking, learning, and talking about art.
- Working closely with GRAM's Education Department, WZZM offers visitors the chance to think about their art experiences and broadcast their thoughts live on the web and in GRAM's Betz Studio. Stop by the Conversation Couch and then look online and on the television for yourself, your friends and family, and others as the conversation grows!
- The WZZM 13 Conversation Couch in the Betz Studio is located in the southwest corner of the Museum facing Rosa Parks Circle.
- ArtPrize experiences are unique, personal, and fun to compare with others. Here are a few questions to think about while getting ready for the TV spot:
  - Discover
    - Where did you find your most memorable ArtPrize entry?

- Who were you with?
- Think
  - What does your most memorable ArtPrize entry look like?
  - How do you think it was made?
  - What does your choice say about you?
- Share
  - If you could share your most memorable ArtPrize entry with someone who was not able to attend ArtPrize, who would it be and what would you say to them?

For further details about each, contact their respective studio offices at:

WOODTV8  
120 College Ave  
Kurtis Kaechele  
616-771-9621

WZZM 13  
645 Three Mile  
Pam Rankin  
616-559-1480  
<http://www.wzzm13.com/conversationcouch/>

#### **About the Grand Rapids Art Museum**

The mission of the Grand Rapids Art Museum (GRAM) is: to inspire discovery, enjoyment, and learning about art; to serve as a welcoming and inclusive cultural resource; to collect, conserve, and interpret authentic works of art of the finest quality. Established in the heart of downtown Grand Rapids, the new Art Museum is internationally known for its distinguished design and LEED Gold certified status. Established in 1910 as the Grand Rapids Art Association, GRAM has grown to include more than 5,000 works of art, including American and European 19th and 20th century painting and sculpture and more than 3,500 works on paper. Embracing the city's legacy as a leading center of design and manufacturing, GRAM has a growing collection in the area of design and modern craft.

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